

# Planting Seeds OF WELLNESS

Community  
Faith  
Prevention  
Education  
Family



## PREVENTION & WELLNESS PERFORMANCE AREA

**CHRONIC DISEASE FOCUS: HEART PREVENTION**

**2013 Annual Report & Project Summary**



Project Start Date: FY July 2012 Project End Date: FY June 2013 Project  
Manager: Cheryl S Emanuel, [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)  
Mecklenburg County Health Department  
P 704 432 0216 • [www.meckhealth.org](http://www.meckhealth.org)

# OVERVIEW

## Why Consider Population Specific Interventions?

### Prevention Rationale

The demographics and population growth of Mecklenburg County are changing and becoming increasingly more diverse success depends on building community engagement, ongoing communication and collaboration and a shared commitment to achieving the Mecklenburg County Vision 2015: *"In 2015, Mecklenburg County will be a community of pride and choice for people to LIVE, WORK and RECREATE.* The vision requires reorientation of our individual and collective thinking, policies, programs and resource allocations toward the goal of healthy living for everyone in Mecklenburg County.

### Demographic Profile

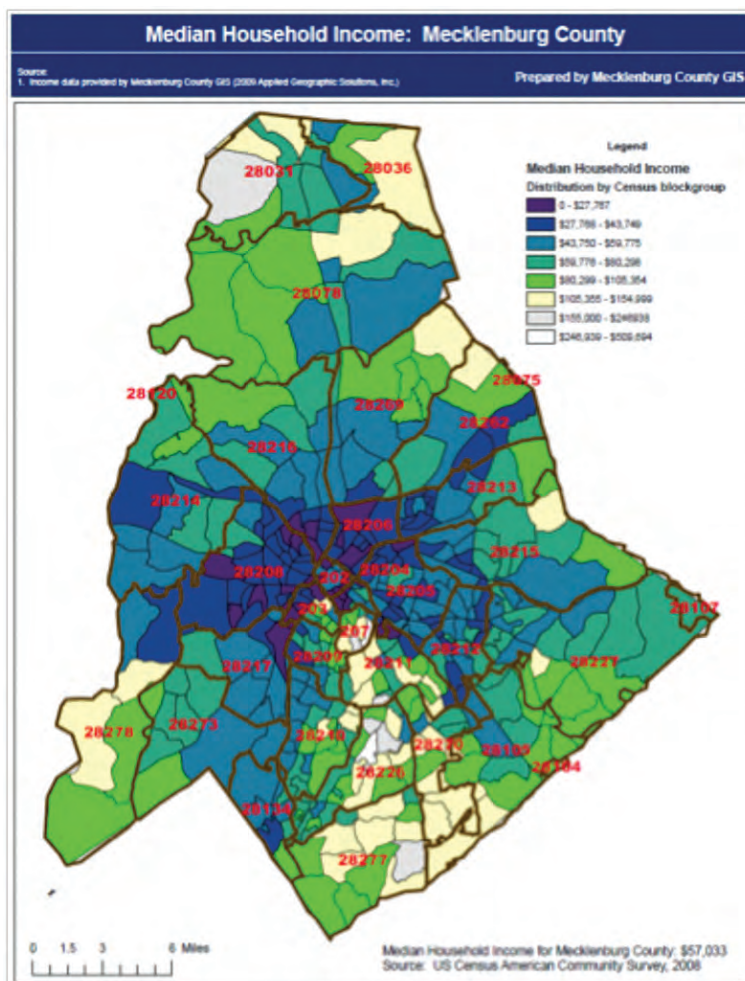
A racial/ethnic demographic profile of the county shows the population to be: 51% white, non-Hispanic; 30% African-American, non-Hispanic; <1% American Indian and Alaska Native, non-Hispanic; 5% Asian, non-Hispanic and 2% persons of multiple of race, non-Hispanic. The percentage of Hispanics has increased from 6.5% (2000) to 12.2% in 2011

### Determinants of Health

The four major determinants of health include: (1) access to quality health care; (2) a person's biological or genetic back-ground; (3) physical and social environment; and (4) lifestyle or human behavior. However, these major determinants are "overrid[den] by major social issues such as poverty, income and working conditions.

### Household Income

Mapping median household income for the county shows a concentration of lowest income in a crescent pattern around the center city of Charlotte. This area is also associated with high rates of unemployment, poverty and disease. Maps of African American and Hispanic populations show the highest concentrations within the same crescent area surrounding the city. The recent economic downturn has led to increased unemployment rates (10.2% - June, 2011).



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## Prevention & Wellness

Performance Program – FY 2013 Priority Setting

### Chronic Disease Prevention - Heart Disease

Chronic diseases such as heart disease, diabetes, cancers are the major causes of death and disability in Mecklenburg County and North Carolina. Although genetics and other factors contribute to the development of these chronic health conditions individual behaviors play a major role. As much as 50% of individual health can be attributed to 4 behavioral risk factors: physical inactivity, unhealthy eating, smoking, and excessive alcohol consumption.

### Target Populations

African American and Hispanic populations were the primary populations for the following reasons: African Americans have the highest CVD mortality rate, According to the 2009 BRFSS report, in

comparison to Whites, People of Other Races in the county were 1.5 times more likely to report no physical activity and 1.6 times more likely to report being obese. 2005 – 2009 BRFSS data for the county demonstrates that racial and ethnic minorities more frequently report high blood pressure (34% African American adults; 26% Whites) and high cholesterol (40% Hispanic adults; 37% Whites; 33% African American) placing these populations at increased risk for heart disease and heart disease-related death.

African Americans (19.1%) and Hispanic residents (30%) are more than twice as likely to live in poverty as Whites (9.5%). Nearly 20% of related children under 18 and 8% of residents over 65 live in poverty. Unemployment rates are higher among African-American (14%) and Hispanic (13%) residents than for White (9%) and Asian (6%) residents. This impacts perceived health status: in the 2009 Behavioral Risk Factor Surveillance System (BRFSS) showed that Mecklenburg residents earning less than \$50,000 annually are 8 times more likely to report their health status as “poor” or “fair” than those with higher incomes.

#### FY 2013 BALANCE SCORE PERFORMANCE TARGETS

1. Increase number of African Americans & Hispanic faith-based partnering organizations that establish health and wellness centers in targeted zip codes.

Performance Target: N=5

**EXCEEDED TARGET: N=7**

**Evidence:** List of Partnership Agreements/ Pilot Demonstration Data/Customer Service Data

2. Achieve a customer service satisfaction rating of at least 89%

**EXCEEDED TARGET: 93% RATING AS OF 6/14/2013**

**Evidence:** paper/on-line customer service surveys

3. Conduct outreach activities that reach a target number of at least 2,902 individuals/participants.

**EXCEEDED TARGET > 10,000 PARTICIPANTS**

**Outreach - Target reached of participants**

**Evidence -** Photo- Video Journaling, 5k Walk Releases, La Noticia, Health Ambassador Data, Sign-in sheets, Prided Communication- Magazine, Pride Sunset Jazz Festival, QC Metro Article, FBOs' Members, Partners, Social Media, Radio Advertising

### Key Strategies: Preevent and Reduce Chronic Disease

Pilot Demonstration Project: Village Heart B.E.A.T.  
(Building Education Accountability Together)

Using a Patient Centered Medical Home (PCMH) model, the Village Heart B.E.A.T. (VHB) pilot demonstration is designed to promote better heart health awareness and management in a coordinated health care service model to reduce obesity, lower blood pressures, abnormal lipid levels, improve nutritional options and increase physical activity among African American and Hispanic adults, ages 18-over.

Fiscal Year 2013, the VHB demonstration pilot is structured as a 14 - week fun healthy competition among competing faith-based organizations, each with a team of 10 participants accepting the challenge to lower their heart disease risk factors.



## Executive Summary

The purpose of this 2013 chronic heart disease prevention and wellness initiative is to help prevent and improve heart disease risk factors using a collaborative teamed approach that engages faith-based organizations. Efforts target African American and Hispanic communities given the disproportionately higher burden of heart disease and associated behavioral and environmental risk factors in these populations in Mecklenburg County. The 2013 Balance Score Card Performance Targets set to address this initiative were:

1. Increase the number of African American and Hispanic faith-based partnering organizations that establish health and wellness centers in targeted zip codes (target: n=5);
2. Achieve a customer service satisfaction rating of at least 89%;
3. Conduct outreach activities that reach a target number of at least 2,902 individuals/participants.

The Village Heart B.E.A.T. (VHB) pilot demonstration project is a campaign that was developed to address community needs and meet the initiative's performance objectives. VHB's purpose is to promote better heart health awareness and management through a coordinated health care service model to reduce obesity, lower blood pressures, abnormal lipid levels, improve nutritional options and increase physical activity among African American and Hispanic adults, ages 18-over. This pilot demonstration was a 14-week competition among 10 participating faith-based organizations accepting the challenge to lower their heart disease risk factors. They competed as six distinct teams, with activities including media recruitment campaigns, pre- and post-assessments, screenings, counseling, education, and individual and group activities. VHB, which uses a patient centered medical home model, builds off of prior collaborative activities between these communities and the Mecklenburg County Health Department, including the community health ambassador lay-advisor program.

Results indicated that all performance targets were exceeded, where:

1. Seven (7) African American/Hispanic faith-based partnering organizations established health and wellness centers;
2. Customer service satisfaction rating reached 93% (as of June 7, 2013);
3. Outreach activities reach over 10,000 people.

Specifically, from July 2012 through June 2013, a total of 122 different outreach activities were conducted with a collaborative group of partners. Weight loss across the six distinct faith-based organization teams participating in the VHB demonstration pilot ranged from 10 pounds to 61 pounds (median weight loss: 27 pounds). Teams also demonstrated improved blood pressures and lipid cholesterol profiles.

Over 98% agreed or strongly agreed that the quality of the information, the service, and treatment and courtesy received were excellent or exceeded expectations as a result of the VHB pilot demonstration. The same was true for clarity of communication.

In conclusion, work supporting this initiative has made progress in increasing awareness, improving health behaviors, improving health outcomes, and increasing environmental change through the development of health and wellness centers. Continued efforts may help to improve and prevent heart disease and its associated risk factors in broader areas of the targeted communities.



## Objectives & Methods

The overarching goal of the Village Heart B.E.A.T. pilot project is to prevent and improve heart disease risk factors by creating a collaborative team- approach to engage and teach faith-based organizations how to incorporate a church's health and wellness ministry that will identify congregations' members who have detected their risk factors for heart disease as well as other chronic disease risk factors and will implement lifestyle interventions to prevent and manage those risks.

### Objective PA1:

By January 2013, 5 Faith Based Organizations (FBOs) members representing African Americans and Hispanics/Latinos participants will be made aware of the Village Heart B.E.A.T. pilot- project through the launching of its campaign to promote heart disease awareness and prevention.

### Objective PA2:

By February 2013, participants who meet the project participation criteria will successfully attend Village Heart B.E.A.T. participant orientation session at one of the community partner or clinical facilities (with breakout groups for small, focus group discussions) and complete a baseline assessment form capturing demographics, self-reported CVD health (with emphasis on blood pressure, obesity and other heart disease factors).

### Policy Objective:

By June 30, 2013 a minimum of 5 Faith-Based Partnering Organizations in targeted zip codes will sign a written adoption of a health behavior policy to improve healthier lifestyle habits (i.e. food, nutrition, tobacco and physical activity)

### Outreach Objective:

By June 2013 will reach a minimum of 2902 African American and Hispanic adults via Conducting Faith-Based and Community CVD presentations, Annual Faithful to the Call-Prevention and Wellness Conference, Community events partnered with the Faith-Based Collaborating Partners, American Heart Association local chapter, Novant Health Pastoral Education Department and other identified community partners.

## Methodology

Recruiting target population participants; orientation session, completing participant, partners, and provider contract agreements; establishing communication links; supplies and materials acquisition to conduct screenings in the community (i.e., scales, blood pressure monitors, lipid reading devices); developing and finalizing data management, tracking, and evaluation tools (including recruitment questionnaire assessing PCMH status); scheduling the baseline meetings for the participants; gathering and summarizing the results to help guide participant and provider trainings; and identifying the training curriculum protocol.

## Design and Setting

Mecklenburg County Health Department and its collaborators concentrated on identifying faith-based partners located in zip codes and rural county area with the greatest health care needs to provide preventive services and reduce heart disease risk factors. A cohort of self-identified high-risk (age > 18, ethnic minority) men and women (n = 75) were recruited, required to complete an orientation session, and then enrolled to participate in a 14 week health challenge. A pre- and post-educational survey implemented, biweekly educational sessions and activities conducted over 13 weeks each addressing one of six of the major CVD risk factors (smoking, diabetes, hypertension, cholesterol, obesity, and physical inactivity) as well as signs and symptoms of a heart attack and stroke; plus cooking demonstration sessions and CPR training. A multifaceted approach delivered by trained personnel involving medical screenings, health behavior counseling, risk behavior modification, and stage of change were determined at baseline and end of educational counseling or maintenance. Each FBO's site used the same type of digital scale for measurements. After being screened, they were counseled on interpreting their results and given a written record to retain throughout the project intervention. Counseling on the importance of healthy weight occurred in the physical activity section and the link between healthy eating and increased weight was covered in Healthy Eating parts I and II modules, encouraging healthy meal preparation and the important role of portion control. At the end pilot intervention participants were measured for changes in BMI and lipids (total cholesterol).

## Objectives & Methods

### Village Heart B.E.A.T. (Building Education Activities Together)



**February 2nd - April 27th 16th Weeks Fitness/Health Challenge**

# OURHEALTHOURCOMMUNITY OURPRIORITY

**Heart Disease is the #1 Silent Killer  
of Women of Color**



## PARTICIPATE:

in heart-healthy activities, training, presentations, clinical services, and other social opportunities to improve heart health for you and the ones who love you.

A village of community organizations, faith-based organizations, health clinics, and health department partners are here to support you. Together, we want to improve services to help reduce your risk of heart disease. Participant Recruitment Applications/Questionnaires available at [www.villagehb.org](http://www.villagehb.org)

### FITNESS AT THE GREENWAY

**04/27/13 • 8:30am**

Location to be announced.  
Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov).

## NEEDED:

Men and women ages 18-80 from Mecklenburg County. Participants must have one or more heart disease risk factors:

- Overweight/obese
- High Blood Pressure
- High Triglyceride (TGL)
- Low High Density Lipoprotein (HDL)

Each participant will be required to have free base line health screenings provided by our program.

## REGISTER HERE

or at the Mecklenburg County  
Health Department,  
[www.meckhealth.org](http://www.meckhealth.org)  
or [villagehb.org](http://villagehb.org)  
or call 704/432-0216



For more information call Cheryl S. Emanuel  
704.432.0216 or email  
[Cheryl.Emanuel@mecklenburgcountync.gov](mailto:Cheryl.Emanuel@mecklenburgcountync.gov)

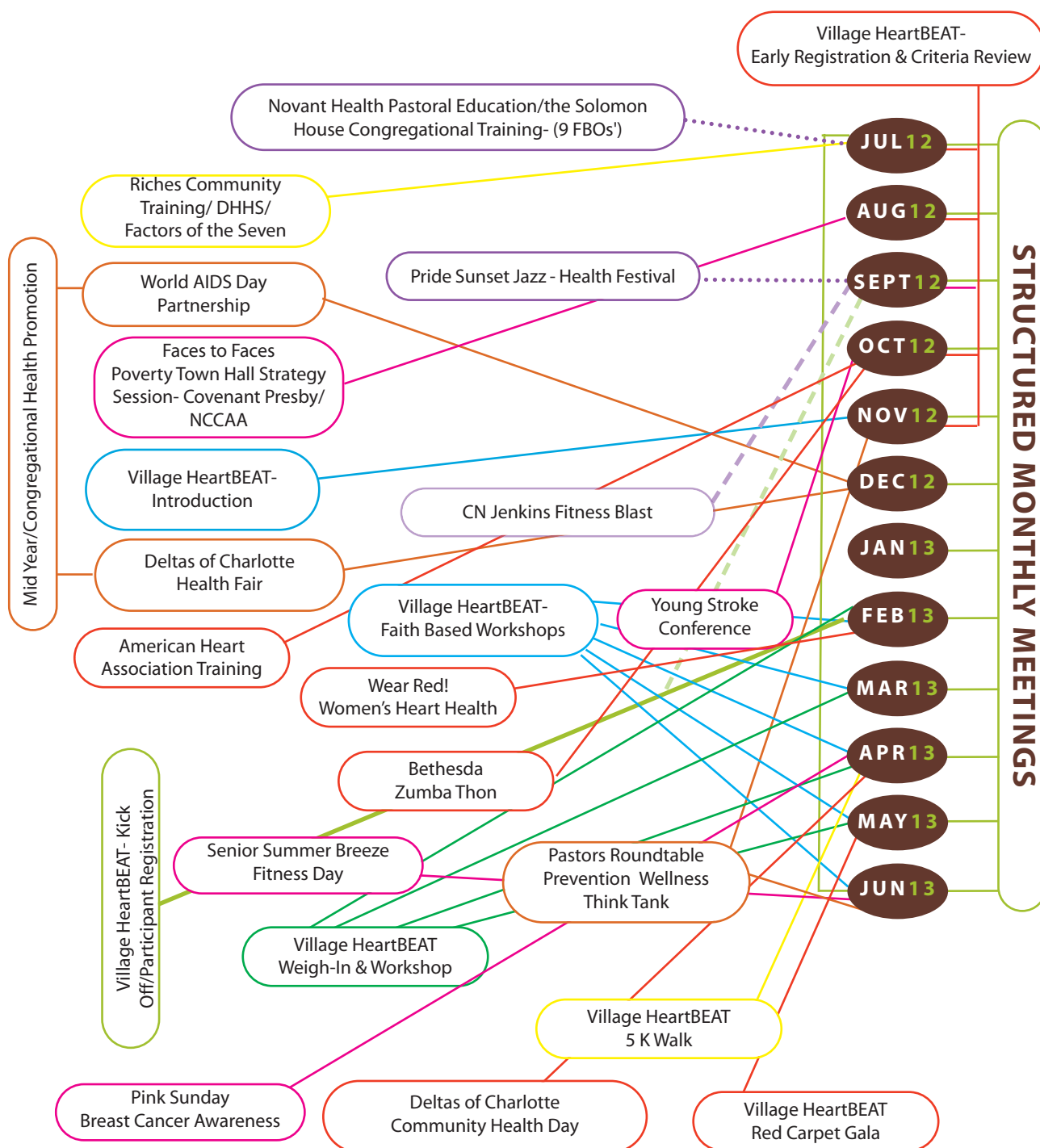
## Evaluation and Data Management Activities

Data collected in a variety of ways: Audiotaped,, transcriptions, video- taping, Photo-journal , Surveys, Customer Service Surveys  
Master List of VHB Participants: For fidelity measures, the MCHD will hold the master list of participants' names. They will receive codes that will be used on forms. Each participant will receive their number, which will be used in coordination with the partner in the clinics and health leaders in the communities.

OUTREACH ACTIVITIES BY MONTH						
July 2012 - December 2012	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Number Workshops/Training Outreach Activities, Partial Listing:</b>  Riches Community Training, Factors of the Seven, DHHS Novant Health Pastoral Education/The Solomon House Congregational Training - (9 FBOs) Faces to Faces Poverty Town Hall Strategy Session Covenant Presbyterian Hospital/NCCAA CN Jenkins Fitness Blast, Pride Sunset Jazz - Health Festival Friendship Missionary Baptist Church's Men Health Program/Screening, Young Stroke Conference American Heart Association Training Bethesda Zumba Thon Village HeartBEAT- Introduction- Pastors Roundtable World AIDS Day- Partnership	2	4	6	4	4	3
OUTREACH ACTIVITIES BY MONTH						
January 2013 - June 2013	Jan.	Feb.	Mar.	Apr.	May	June
<b>Number Workshops/Training Outreach Activities, Partial Listing:</b>  Village Heart BEAT Orientation Training VHB- Bi-Monthly Workshops/Training Sessions Go RED- Heart Disease Month- BOCC Awareness Women Health Conference VHB - CPR Training American Cancer Society, African Research Study-Outreach/Recruitment, Recognized as Charlotte Ambassador Fitness on the Greenway Annual Faithful to the Call- Prevention and Wellness Program	14	12	18	18	16	14
<b>Number of Partnership Agreements Signed for VHB:</b>  Camino Del Rey Ministries Faith CME First Mount Zion Greater Salem Church Grier Heights Presbyterian Church New Friendship Presbyterian Church New Zion Missionary Baptist*	7					

## Workshops/Training/Outreach

July 2012 - June 2013 Timeline

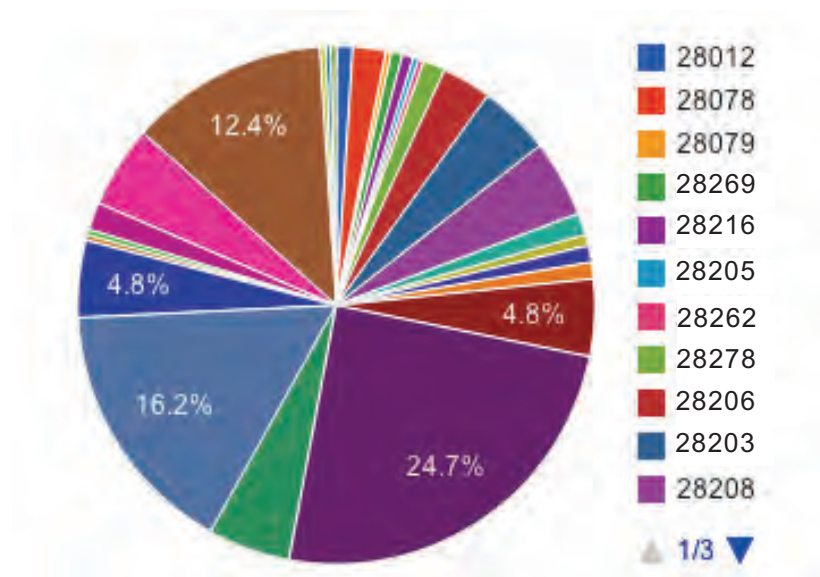


## Village HeartBEAT Workshops & Workouts

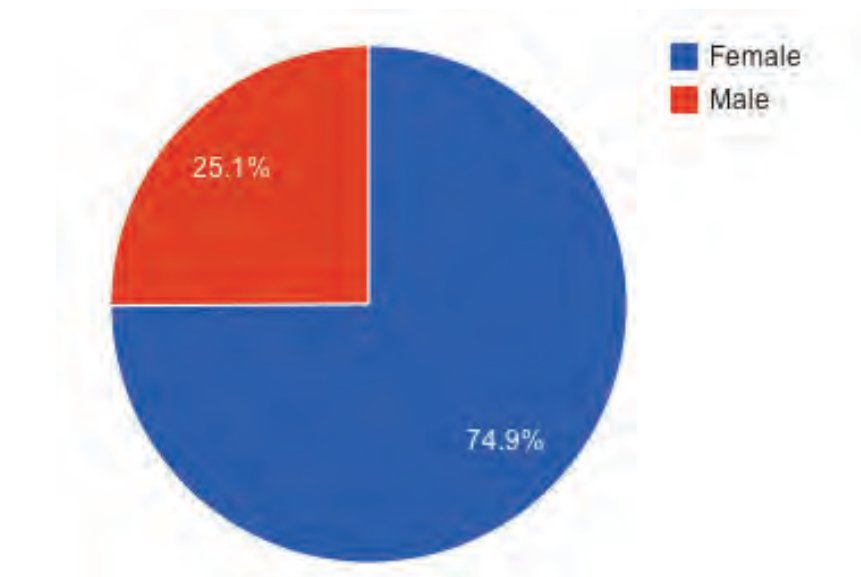


## Summary Participation Charts

### Chronic Disease Prevention & Wellness



**Participant Zipcodes  
Partial List**



**Participant Gender**

## Village HeartBEAT Demonstration Pilot Partnership List/ Stakeholder Team



### PARTNER NAME

**World Reach, Inc.  
DBA Bethesda  
Health Center**

### SERVICE CATEGORY

**Patient Centered Medical Home  
(Health Screening Site and Bilingual Translation)**



**Novant Health –  
Pastoral Education  
Department**

**Host Monthly Update Meetings  
Community Health Services and Education -  
Linkages to Partnership with Mid-Carolinas  
Cardiology Group - Educational Resources**



**Village HeartBEAT  
Church Network  
Fitness Challenge**

**Project Core - Community Outreach and Training**

1. Camino Del Rey Baptist
2. First Mt. Zion Baptist
3. Grier Heights Presbyterian
4. New Friendship Presbyterian Church
5. Faith CME Church
6. New Zion Missionary Baptist Church
7. Greater Salem Church



**Delta of Charlotte  
Foundation**

**Community Outreach, Focus Group Facilitation,  
Training, Resource Development**



**Zuni Creative  
Marketing**

**Community Outreach/Marketing**



**American  
Heart Association**

**Coordinated Medic CPR Training**



**House of NC, INC.**

**Training/Physical Activity  
Certified Healthy Living Curriculum**



**Mecklenburg County  
Parks & Recreation**

**Site Coordination, Fitness Greenway**

## Partners for Prevention

### 2012-2013 Faith Based Organization Partners - Village HeartBEAT Churches\*

#### 15TH STREET CHURCH OF GOD

##### Congregational Leader:

Bishop Wade H. Ferguson, III

#### ANTIOCH MISSIONARY

##### BAPTIST CHURCH

##### Congregational Leader:

Pastor Donnie Garis

#### CAMINO DEL REY MINISTRIES\*

##### Congregational Leader:

Senior Pastor Russell Price

#### C.N. JENKINS

##### PRESBYTERIAN CHURCH

##### Congregational Leader:

Dr. Reverend Jerry Cannon

#### FAITH CME\*

##### Congregational Leader:

Pastor Laura Wilson

#### FIRST BAPTIST CHURCH - WEST

##### Congregational Leader:

Reverend Ricky Woods

#### FIRST MOUNT ZION

##### BAPTIST CHURCH\*

##### Congregational Leader:

Dr. Reverend Jonathan E. Edwards

#### GETHSEMANE BAPTIST CHURCH

##### Congregational Leaders:

Pastor Ernest & Lady Terry Jeffries

#### GREATER SALEM CHURCH

##### Congregational Leader:

Bishop Alan G. Porter

#### GREENVILLE AME ZION CHURCH

##### Congregational Leader:

Pastor Dr Sheldon Shipman

#### GRIER HEIGHTS

##### PRESBYTERIAN CHURCH\*

##### Congregational Leader:

Pastor Larry James

#### GUADALUPE CATHOLIC CHURCH

##### Health Ministry Lead:

Olivia Anaya, Montserrah Anaya

#### ROCKWELL AMEZ CHURCH

##### Congregational Leader:

Reverend Jordan Boyd

#### MOUNT VERNON MISSIONARY

##### BAPTIST CHURCH

##### Congregational Leader:

Rev Matthew L Browning

#### NEW EMANUEL UNITED

##### CONGREGATIONAL CHURCH

##### Congregational Leader:

Pastor Bernard Ingram

#### NEW FRIENDSHIP

##### PRESBYTERIAN CHURCH\*

##### Congregational Leader:

Pastor Everdith Landrau

#### NEW ZION MISSIONARY

##### BAPTIST\*

##### Congregational Leader:

Pastor Henry Williams

#### WILSON HEIGHTS

##### FIRST CHURCH OF GOD

##### Congregational Leader:

Pastor Cornelius Atkinson

#### LITTLE ROCK AME ZION

##### Congregational Leader:

Dr. Dwayne Walker

#### MOUNT OLIVE BAPTIST

##### Congregational Leader:

Bryon L. Davis

#### DAVIDSON PRESBYTERIAN

##### Congregational Leader:

Darrell VanPelt

#### CHAPEL HILL MISSIONARY

##### Congregational Leader:

Quinn C. Rogers

# Health Ministry Partnership Agreements

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



**Church Name:** Grier Heights Presbyterian Church

**Senior Pastor:** Larry James

**ADDRESS:** 325 Skyland Ave., Charlotte, NC 28205

**PHONE:** 704/332-3000

**E-Mail:**

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information: Please, check all that you will agree to partner:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

☒ **Nutritional Policy – Policy for Promotion of Healthful Eating Habits**

**Changing the way we prepare and serve food:**

1. Serving more fresh vegetables, fresh fruits and baked meats for all meals served at the church, and preparing them to be lower in fat, salt and sugar.
2. Serving water as the primary beverage (add lemons and limes to make it more refreshing). Serving fresh fruit rather than cakes and cookies for dessert.
3. Cooking with olive oil and canola oil rather than lard or corn oil
4. Using a variety of fresh herbs and salt free seasonings instead of salt
5. Including healthy diet and nutrition information in the church newsletter or bulletins.

☒ **Tobacco Policy -The intent of this policy is that faith-based institution will:**

Prohibit tobacco use in or on any of the grounds of the institution creating a safe and healthy environment for congregational members, employees, visitors, and community residents.

1. Exhibit smoke-free behavior for our youth and adults
2. Provide information and/or promote smoking cessation programs for those in need
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Larry James

Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)



# Health Ministry Partnership Agreements

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: New Friendship Presbyterian Church

Senior Pastor: Alan Porter

ADDRESS: 5318 Salem Church Rd., Charlotte, NC 28216

PHONE: 704/399-5448 Fax: 704/392-3670

E-Mail:

Total of Congregation Members:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

### Background Information:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

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5. Including healthy diet and nutrition information in the church newsletter or bulletins.

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Prohibit tobacco use in or on any of the grounds of the institution creating a safe and healthy environment for congregational members, employees, visitors, and community residents.

1. Exhibit smoke-free behavior for our youth and adults.
2. Provide information and/or promote smoking cessation programs for those in need.
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Alan Porter

### Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)



## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: Greater Salem Baptist Church

Senior Pastor: Bishop Alan G. Porter

ADDRESS: 5318 Salem Church Rd, Charlotte, NC 28216

PHONE: 704/399-5448

E-Mail:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information: Please check all that you will agree to partner:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

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3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Bishop Alan G. Porter

### Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

# Health Ministry Partnership Agreements

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement

Church Name: Faith CME Church  
Senior Pastor: Laura Wilson  
ADDRESS: 457 Wellingsford Street, Charlotte, NC 28213  
PHONE: 704/597-8249E-Mail: [pastorblair@gmail.com](mailto:pastorblair@gmail.com)



As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information. Please, check all that you will agree to partner:

☒ Building physical activity into church activities (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

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1. Exhibit smoke-free behavior for our youth and adults
2. Provide information and/or promote smoking cessation programs for those in need
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Laura Wilson

Mecklenburg County Health Department  
249 Billingsley Rd., Charlotte, NC 28211  
Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness  
Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)



## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: First Mount Zion Baptist Church

Senior Pastor: Jonathan Edwards  
ADDRESS: 1515 Remount Rd, Charlotte, NC 28208  
PHONE: 704/332-8335 Fax: 704/372-7548  
E-Mail: [firstmzb@bellsouth.net](mailto:firstmzb@bellsouth.net)  
Total of Congregation Members:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Background Information

☒ Building physical activity into church activities (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

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Changing the way we prepare and serve food:

1. Serving more fresh vegetables, fresh fruits and baked meats for all meals served at the church, and preparing them to be lower in fat, salt and sugar.
2. Serving water as the primary beverage (add lemons and limes to make it more refreshing). Serving fresh fruit rather than cakes and cookies for dessert.
3. Cooking with olive oil and canola oil rather than lard or corn oil
4. Using a variety of fresh herbs and salt free seasonings instead of salt
5. Including healthy diet and nutrition information in the church newsletter or bulletins.

☒ Tobacco Policy -The intent of this policy is that faith-based institution will:

Prohibit tobacco use in or on any of the grounds of the institution creating a safe and healthy environment for congregational members, employees, visitors, and community residents.

1. Exhibit smoke-free behavior for our youth and adults
2. Provide information and/or promote smoking cessation programs for those in need
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Jonathan Edwards

Mecklenburg County Health Department  
249 Billingsley Rd., Charlotte, NC 28211  
Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness  
Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

## Health Ministry Partnership Agreements

### Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: Camino Del Rey Ministries, Inc.

Senior Pastor: Russell Price

ADDRESS: 133 Stetson Rd., Charlotte, NC 28262

PHONE: 704/596-7473 Fax: 704/596-7570

E-Mail: [russprice@yahoo.com](mailto:russprice@yahoo.com)

Total of Congregation Members:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information. Please, check all that you agree to partner:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

☒ **Nutritional Policy** - Policy for Promotion of Healthful Eating Habits  
Changing the way we prepare and serve food:

1. Serving more fresh vegetables, fresh fruits and baked meats for all meals served at the church, and preparing them to be lower in fat, salt and sugar.
2. Serving water as the primary beverage (add lemons and limes to make it more refreshing). Serving fresh fruit rather than cakes and cookies for dessert.
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4. Using a variety of fresh herbs and salt free seasonings instead of salt
5. Including healthy diet and nutrition information in the church newsletter or bulletins.

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1. Exhibit smoke-free behavior for our youth and adults
2. Provide information and/or promote smoking cessation programs for those in need
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor)

Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

### Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: New Zion Missionary Baptist Church

Senior Pastor: Henry Williams

ADDRESS: 217 W. Todd Ln., Charlotte, NC 28208

PHONE: 704/399-4181 Fax: 704/

E-Mail:

Total of Congregation:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information. Please, check all that you will agree to partner:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

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1. Exhibit smoke-free behavior for our youth and adults
2. Provide information and/or promote smoking cessation programs for those in need
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor)

Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)





## Village HeartBEAT Participant Tools - Getting Healthy Journal



### MY FOOD DIARY WEEK 5

**Village HeartBEAT**  
Building Education & Accountability Together

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>BREAKFAST</b>							
<b>SNACK</b>							
<b>LUNCH</b>							
<b>SNACK</b>							
<b>DINNER</b>							
<b>SNACK</b>							

**Weight Loss Goal:**  
**Exercise Goal:**

**How Do You Feel?**

**NOTES:**

**WATER:** 1 2 3 4 5 6 7  
**Exercise**

**How Are You Feeling?**  
Weigh-Ins/Workshops -  
Bethesda Health Center:  
133 Stetson Drive,  
Charlotte, NC 28262

**Did You Know?**  
A healthy lifestyle change consists of losing between 1-2 pounds weekly, along with making healthy food choices and exercising. You can reach your weight loss goal easier if you are realistic with your yourself. Slow and steady really does win the race!

**Notes:**

### 2013 VILLAGE HEARTBEAT EVENT CALENDAR

**March**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 2
3	4	5	6	7	8	9
10	Bethesda: 6 - 6:30pm Weigh-In 6:30pm Workshop: CPR/Blood Pressure	11	12	13	14	15 16
17	18	19	20	21	22	23
24	Bethesda: 6 - 6:30pm Weigh-In 6:30pm Workshop: Healthy Eating II	25	26	27	28	29 30
31						

**Your Health is IMPORTANT**  
Make yourself a priority. If you do a lot for others, but tend to neglect yourself, give yourself the care, attention and love that you need. Your healthy lifestyle goals are important and you deserve to take time for yourself each day in order to achieve them.

## Village HeartBEAT Participants – Churches



### **CAMINO DEL REY MINISTRIES\***

**Congregational Leader:**  
Senior Pastor Russell Price



### **FAITH CME\***

**Congregational Leader:**  
Pastor Laura Wilson



### **FIRST MOUNT ZION**

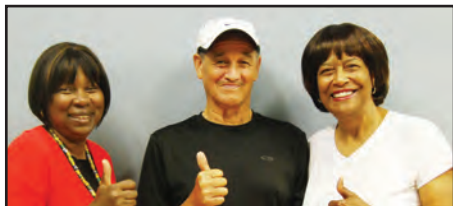
#### **BAPTIST CHURCH\***

**Congregational Leader:**  
Reverend Jonathan E. Edwards



### **GREATER SALEM CHURCH\***

**Congregational Leader:**  
Bishop Alan G. Porter



### **GRIER HEIGHTS**

#### **PRESBYTERIAN CHURCH\***

**Congregational Leader:**  
Pastor Larry James



### **NEW FRIENDSHIP**

#### **PRESBYTERIAN CHURCH\***

**Congregational Leader:**  
Pastor Everdith Landrau



### **NEW ZION MISSIONARY**

#### **BAPTIST\***

**Congregational Leader:**  
Pastor Henry Williams



## % of Weight Loss

New Zion - 61lbs -2.85%

Greater Salem -28lbs -2.52%

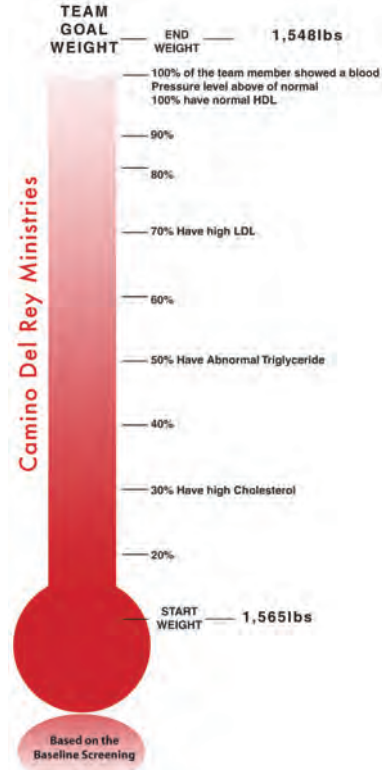
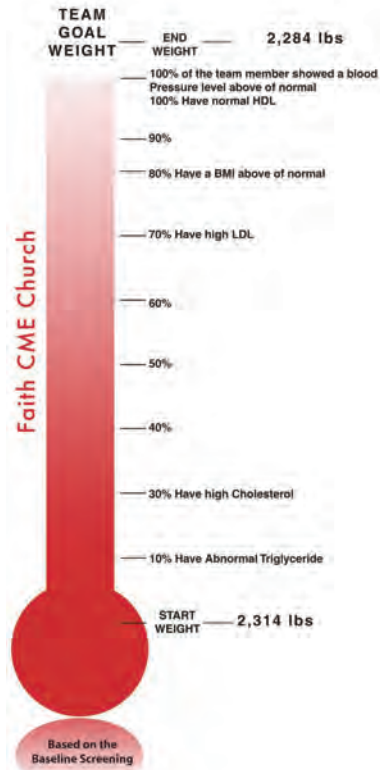
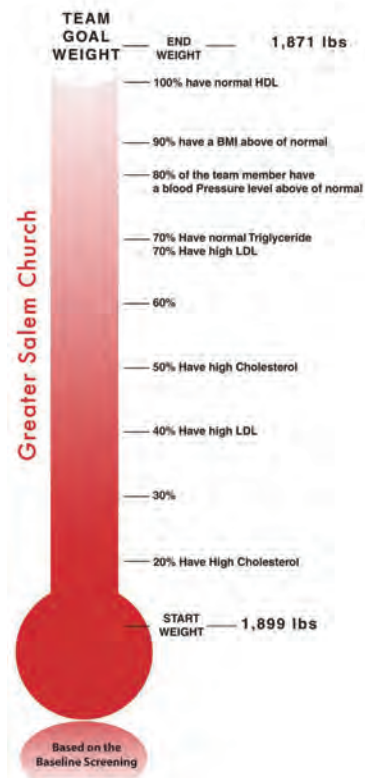
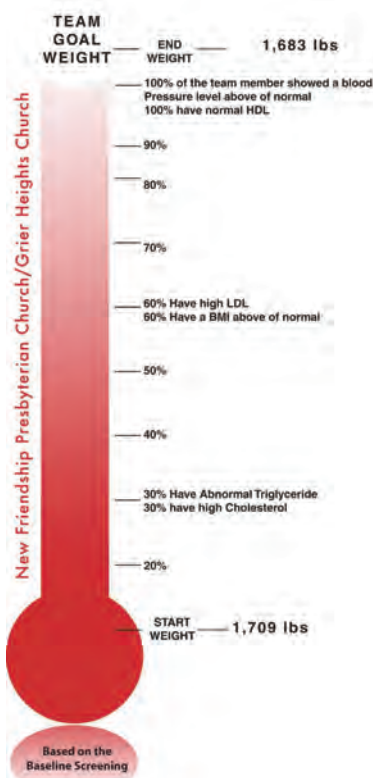
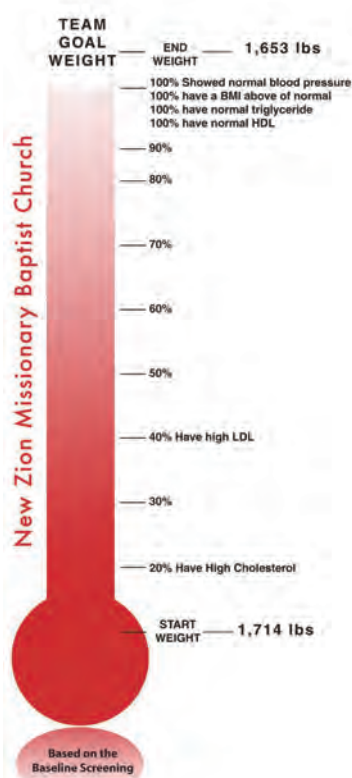
New Friendship/Grier Heights - 26lbs - 2.13%

Camino del Rey - 17lbs - 1.41%

Faith CME 30lbs - 1.23%

First Mount Zion - 10lbs - 0.72%

## Village HeartBEAT Team Results



### \*Partial List of Signatures

20

## Village HeartBEAT Demonstration Pilot Magazine Ad

# WE ARE ONE | Planting seeds of wellness GET HEALTHY IN 2013

"Every Second, Every Minute Counts – Know Your Health Risk Factors"

Village HeartBEAT is a 13 week healthy competition among 5 faith-based teams to improve heart health. Our kick-off was February 2, 2013 and we are getting healthy in 2013! Our faith-based teams are from Camino Del Ray Church, Faith CME Church, Greater Salem Baptist Church, Grier Heights Baptist Church, and New Friendship Baptist Church



**Village HeartBEAT**  
Building Education & Accountability Together

Stay connected with  
**MeckConnect!** → 

Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov)  
and look for this logo.

You can stay connected by viewing the  
What's Happening Now section of this  
website. For additional resources and  
information call

Cheryl S. Emanuel at the Mecklenburg  
County Health Department  
704.432.0216 or email

[Cheryl.Emanuel@mecklenburgcountync.gov](mailto:Cheryl.Emanuel@mecklenburgcountync.gov).

**250**  
MECKLENBURG COUNTY  
SINCE 1763



## SAVE THE DATE - FREE EVENTS



**COMMUNITY HEALTH DAY**  
**FITNESS DAY ON THE GREENWAY**

**04/27/13 • 8:00am**

Wallace Pruitt Recreation Center  
& Wesley Heights – Irwin Greenway

**Register @**

**[WWW.FAITHFULTOTHECALL.ORG](http://WWW.FAITHFULTOTHECALL.ORG)**

Our Supporting Sponsors

American Heart  
Association  
*Learn and Live*

 **BETESDA**



**Presbyterian HEALTHCARE**

## Village HeartBEAT Demonstration Pilot Magazine Ad

# MAKE A COMMITMENT FOR PREVENTION & WELLNESS

*A New Day → A New Start!*

### Do You Know Your Health Risks? **Know What Your Numbers Mean**

Many African Americans are faced with the fear of disease, lack of financial resources, literacy barriers, social and cultural practices and the pressures of understanding a complex healthcare system.

So don't guess your health numbers.

#### **Know them.**

How you look and feel may not reveal your true health.

#### **Know Your:**

Blood pressure  
Blood sugar  
Cholesterol  
Body mass index (BMI)

**Prevention and Wellness** include healthy behaviors such as:

Eating a well balanced diet

Regular physical activity

Annual doctors visits for physical examinations

Following a doctor's directions, like advice to stop smoking

## PLANTING SEEDS OF WELLNESS

SAVE THESE DATES FOR UPCOMING ACTIVITIES

Now recruiting church teams to join Mecklenburg County's "Faithful to the Call" fitness challenge

### **CHARLOTTE'S YOUNGSTROKE MULTI-CULTURAL SUMMIT**

**October 20, 2012 - 8:30am**

Family Life Center of Pleasant Hill Baptist Church  
517 Baldwin Avenue. This event is free.

### **FITNESS DAY ON THE GREENWAY**


**April 27, 2013 - 8:30am**

Location to be announced.  
Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov). This event is free.

*Be There For Each Other!*



### Stay connected with MeckConnect!

Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov) and look for this logo. → 

You can stay connected by viewing the What's Happening Now section of this website. For additional resources and information call Cheryl S. Emanuel at the Mecklenburg County Health Department 704.432.0216 or email [Cheryl.Emanuel@mecklenburgcountync.gov](mailto:Cheryl.Emanuel@mecklenburgcountync.gov).



## Photo Journal - Village HeartBEAT - Events



## Customer Feedback & Comments

# A Walk with Faith



Before  
Pastor Bernard Ingram,  
New Emmanuel Congregational Church  
(above, third from left and right, center)



## A Pastor's Journey to a Healthier Lifestyle

### What motivated you to lose weight?

Four years ago I was hospitalized and I witnessed the effects that experience had on my loved ones. I came to a conclusion that "when you're sick, your whole family is sick." I looked up at three in the morning and my sister with her three kids had driven down, my wife would not leave my side. Even though I knew the situation was bad before, it really hit home. It was time to change.

My Doctor has always stayed on my case. He works with me and encourages me to make a resolution to get healthy, not once a year but everyday. People motivate people.

We tell ourselves, "I don't like the way I feel" or "I hate putting my family through heartache and distress," make these phrases your focus and just keep putting one foot in front of the other.

"If one member of the body hurts,  
all members of the body hurt and  
when one member rejoices, all rejoice."

— Pastor Ingram

### Was there one person in particular that inspired or encouraged you to stick with it?

My wife, family, friends and my church family were all in my corner. One friend in particular, Reverend Walter Pegues of Simpson Gillespie United Methodist Church, got me going.

Rev. Pegues exercises on a regular basis and we started walking up and down Beatties Ford Road together, his wife included. They would tell me, "You're going to get better at this" and encouraged me to keep going.

### How did this program help you get healthy?

Faithful to the Call, was created by Cheryl Emanuel and it's her vision to address chronic disease in our community as a faith based initiative. Many of the churches involved with "Faithful to the Call," and their pastors have led the charge for "Gospel of Good Faith." They believe it's important to begin health ministries. Some of us decided, "I need to be more proactive for my own health and serve as inspiration for other people." Pastors and other church members are leading exercise and nutrition classes. This has provided a great network of support and learning for the communities.

Good health is as much spiritual as it is physical. When your physical well-being is not up to par, it's hard to keep your spiritual well being uplifted and it can be even harder to lead

others. It interrupts my ability to do what I have been called to do.

### How has your health improved since this experience?

All of the negative effects have fallen by the wayside. Before this transition, my hip and back hurt all of the time. My cholesterol and my blood pressure were out of whack. By exercising and watching what I eat, I've lost 30 pounds and I am still going!

Pastor Bernard Ingram, New Emmanuel Congregational Church  
Interviewed by Jordan Ward, Zuri Creative Services.

## Customer Feedback & Comments



**C. N. Jenkins Memorial  
Presbyterian Church**

1421 Statesville Ave.  
Charlotte, NC 28206-3008  
Phone (704) 332-9137  
Fax (704) 332-3242  
[www.cnjenkins.org](http://www.cnjenkins.org)

*"Actively Walking and  
Working in Christ"*

**Rev. Dr. Jerry L. Cannon**  
Senior Pastor  
[pastor@cnjenkins.org](mailto:pastor@cnjenkins.org)

**Ms. Julie S. Rudisell**  
Communications Director/  
Executive Assistant to The Pastor  
[admin@cnjenkins.org](mailto:admin@cnjenkins.org)

**Mrs. Beverly Reeder**  
Secretary/Receptionist  
[admin2@cnjenkins.org](mailto:admin2@cnjenkins.org)

**Mrs. Joyce Bolton**  
Clerk of Session  
[clerkofsession@cnjenkins.org](mailto:clerkofsession@cnjenkins.org)

Dear Cheryl:

The Temple Building Ministry of Exercise of C.N. Jenkins Memorial Presbyterian Church would like to thank you for being a sponsor for our First Annual Fitness Blast. We appreciate your donation of the personalized bags, water bottles, health materials as well as asking your intern to assistance us. Your contribution/support is and was GREATLY appreciated and needed.

Because of generous donors like you our effort to promote health, wellness, and fitness within C.N. Jenkins and our community; as well as, supporting Walter G. Byers Elementary School with school supplies and uniforms, was a success.

Thank you again for your donation and assisting us in striving toward our mission.

Blessings,

Temple Building Ministry

Tanja Anderson  
Phanta Lansden

## Customer Feedback & Comments

### **Life Baptist Church**

5901 Amberly Lane  
Charlotte, North Carolina 28213  
(704) 598-1402

**Frederick A. Wilson, Jr., Pastor**

September 27, 2012

Cheryl Emanuel, Community Health Administrator  
Mecklenburg County Department of Health  
249 Billingsly Rd.  
Charlotte, NC 28211

Dear Ms. Emanuel:

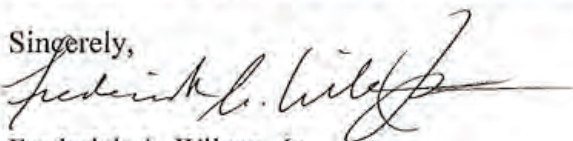
I have just read your article in the September issue of Pride magazine and was sincerely moved by your topic. My wife and I have been interested for years in the health-care disparity between black and white and between poor and affluent patients. As a result of our interests, my wife currently volunteers with one of Charlotte's local hospitals where she lends support to concerned patients and their family.

However, as a result of reading your article, I am considering setting up a neighborhood support group in the Hidden Valley neighborhood, through the church where I serve, that would assist patients in advising them of their patient rights. In other words, we would become their "extra voice" when necessary.

I would like to discuss this idea with you, and determine if there is a need for this type of service. If so, perhaps you might be able to advise us on how a church based support group could be established.

I will be calling you soon to discuss this further.

Sincerely,



Frederick A. Wilson, Jr.

## Customer Feedback & Comments

### MECKLENBURG COUNTY CUSTOMER SURVEY RESULTS

Screenshot of Semi-Results Shown Online As of 6/14/13 **93%** Rating

### Community Health Administration Customer Satisfaction Survey Response Summary

Please choose the option that best describes your experience with this program.  
(326 Responses)

	Radio Buttons			
	Strongly Agree	Agree	Disagree	Strongly Disagree
The quality of the information that I received at this event met and/or exceed my requirements and expectations.	293 (89.88%)	29 (8.90%)	1 (0.31%)	3 (0.92%)
I was treated with courtesy and respect during this event.	304 (93.25%)	20 (6.13%)	1 (0.31%)	1 (0.31%)
I received excellent service that met or exceeded my expectations in a timely manner.	292 (89.57%)	30 (9.20%)	2 (0.61%)	2 (0.61%)
Communication before and/or after this event was clear and understandable to me.	290 (88.96%)	33 (10.12%)	2 (0.61%)	1 (0.31%)

**Currently Waiting for Final Results  
From The Charlotte Mecklenburg Health Department**



## Customer Feedback & Comments

*A town hall meeting on health care - QC Metro*  
By Sondra E Z Hines – September 28, 2012

Sondra E. Z. Hines, AILTan adjunct professor of health & wellness and is certified to teach group fitness exercise and Zumba. Wednesday Wellness - Fitness News You Can Use is published weekly. Email: [sondraezhines@yahoo.com](mailto:sondraezhines@yahoo.com).

If you've attended any health and wellness events over the past 11 years, chances are Charlotte's Cheryl Emanuel played a role in the planning. Emanuel is community health administrator/health manager for the Mecklenburg County Health Department – a job she's had since 2000.

Since then, Emanuel has worked tirelessly leading community think tanks, organizing events to promote wellness, (i.e., Faithful to the Call Walk) and working closely with health groups, minority organizations, universities, community and faith-based organizations, as well as the private sector.

On Monday, Oct. 3., Emanuel will be found where she is comfortable – promoting health at the first-ever "Mecklenburg County Town Hall Conversation: The Affordable Healthcare Act." The free event will be held from 5:30 p.m. – 8 p.m. (reception at 5 p.m.) at Johnson C. Smith University (Grimes Lounge), 100 Beatties Ford Road. Qcitymetro caught up with Emanuel to get more details on why this event is crucial. Answers have been edited for brevity.

### Why is this event important?

Emanuel: The town hall meeting is designed to provide a unique opportunity to gain critical information on PPACA -- The Patient Protection and Affordable Care Act (signed into law by President Obama, March 23, 2010). The historic legislation provides access to health care, provides provisions to reduce health disparities and prevent insurance companies from denying coverage to adults and children with pre-existing conditions. Additionally, the intent of the town hall conversation is to identify individuals and organizations to serve as local community ambassadors on specific legislations and how to access resources. We must be visible in the broader health-care arena and willing to assume leadership positions.

In North Carolina, ranks of the uninsured have grown here more than any other state since the start of the economic downturn. It is critical for the community to have facts and a basic understanding of legislation. The town hall conversation will explore the critical facts of the PPACA, by giving participants a strong voice to increase their knowledge about new legislation.

### Why should minorities, in particular, attend?

Emanuel: Our health status to access resources

clearly will depend on our ability to understand that minority families suffer disproportionately -- from high incidents of illness, chronic diseases and mortality rates. Minorities must be equipped with knowledge and be ready to connect to existing and proposed federal, state and local resources.

### What is the event take-away; what are you hoping to accomplish?

Emanuel: It is urgent for Mecklenburg County communities to begin conversations about health care reform. I hope the town hall conversation will be a catalyst for educating the people of Mecklenburg County and throughout the state regarding key health facts. Also, to dispel myths and connect health care resources to family, friends and community members who are uninsured and underserved, and to empower each other to think about the importance of prevention. If individuals need treatment, we must help them connect and have access to resources.

### Why is the county involved?

Emanuel: Mecklenburg County Health Department wants to make sure individuals have access to knowledge and existing resources.

### Why is this event important to you personally?

Emanuel: Many of my family members and friends are unemployed without health insurance and have limited knowledge on how to access resources. Because the PPACA is new legislation, I want to be in a position with the facts and to help.

For more details on the town hall conversation, contact Emanuel weekdays, 704-432-0216.

### Save these dates, too:

Chocolate For A Cure Gala: Saturday, Oct. 1, 7 p.m. - 9 p.m. The event aims to raise awareness of breast cancer among African Americans while supporting breast cancer foundations. The event will be held at the Omni Hotel in uptown Charlotte. Tickets: \$35. For more details, call 1-877-993-8499.

**Men's Health Symposium:** Saturday, Oct. 8, 8:30 - 1 p.m. The Brotherhood of Friendship Missionary Baptist Church and 100 Black Men sponsor this annual event, which is held at the church, 3400 Beatties Ford Road.

FREE workshops, give-aways and FREE screenings for men. For more details, 704-392-0392.

Until, next time, I wish you good health and wellness!

## Customer Feedback & Comments



## Customer Feedback & Comments

*Prevention key to improve health of Mecklenburg's poor: Charlotte Business Journal*

*By Julie Bird - May 17, 2012*

Cheryl Emanuel grew up in a small town in eastern North Carolina where people took care of one another. Now, as a community-health administrator for Mecklenburg County, she's helping low-income communities do the same here.

Emanuel directs the county health department's program that seeks an end to disparities in health. They are largely the result of differences in wealth. She organizes free health screenings and other medical services in low-income neighborhoods beset by high illness and mortality rates. She also helps residents gain access to care, including free and low-cost clinics.

"My passion comes from working with what I consider the lost and the forgotten," she says. "I'm trying to make sure they have a voice at the table as we look for solutions to complicated social problems as well as health problems."

Emanuel has been with the health department for about 10 years and a Charlotte resident for 25. Her first job here was working with Urban League Central Carolinas to prevent teen pregnancy at three public-housing projects. Then she worked with a consortium of churches promoting home ownership in a neighborhood near Johnson C. Smith University. She later served as infant-mortality coordinator for Carolinas HealthCare System.

She started with the health department as an HIV/AIDS health educator. She remains involved in that effort as administrator of a federal grant that's separate from the health-disparities partnership. She has a bachelor's in community-health education from East Carolina University and a master's in adult education from N.C. A&T University.

Emanuel recently spoke with the Charlotte Business Journal about the county's work to improve wellness in low-income and minority communities. Edited excerpts follow:

### **What is your goal?**

Initially with health disparities, a big part of it was creating awareness and trying to find out if there are solutions we can provide right now. Many times there are no quick fixes. There are so many populations in this community that don't necessarily know where the resources are. They don't know how to navigate the resources. A lot of times they don't have the financial means to access those resources.

### **Are you responsible for overall wellness programs?**

Yes, as they relate to health disparities. Part of my role has been making sure populations are engaged in solutions. One of my biggest initiatives now is making sure people can get free preventive screenings. There are particular ZIP codes where mortality and morbidity rates are higher.

We've been creating community-health ambassadors at faith-based organizations, teaching them what the resources are, how to access the resources and in essence teaching the people in their communities and their congregations that information. We have 22 congregations in high-morbidity districts. We teach them how to create that health and wellness ministry. How many people do you serve in a year?

It varies, but in the last year we were probably able to do at least 600 screenings. This is just in the limited role that I'm in.

### **Where can people go for care if the screenings find a health problem requiring treatment?**

Many people do have insurance. For those who don't have any means or resources, the uninsured clinics are able to help. You can triage on the spot and work to get them an appointment while we try to work through the other systems.

A lot of times the problem has been a person facing a co-pay they can't afford. Many of the faith-based organizations have a pool of money to help them make that co-pay. Twenty dollars might not seem a lot to some people, but it is if you don't have anything. Are you involved in the screenings and wellness events at some YMCA locations?

We are. We recently organized an annual day of wellness at the McCrory Y. We probably had 300 to 400 people come out. We got them engaged in exercise and gave them an opportunity to do water aerobics.

With the work and the relationships we've built, I believe there's still enough momentum in our community that churches and faith-based organizations would rise up. I think partnerships with some of the other clinics would step in.

As a good public servant, if your stuff is cut out, you still have to continue to do what's needed. As an individual, I believe you have to push forward. The momentum we have now, we cannot let it die.

2012-2013 PREVENTION & WELLNESS GALLERY

